

Parts Department Action Plan

Increasing Sales by Improving the
Customer's Experience.

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ATD-041

Cumberland

Current Situation

- Improving customer interaction through best-in-class phone etiquette & customer service may lead to increased customer satisfaction and sales volume.
 - Customer expectations are increasing
 - Customer Loyalty and Repeat Business are at Risk
 - Employees Don't Always Understand the Direct Impact of Customer Service on the Dealership's Bottom Line

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Overall Objectives

- Increase Customer Satisfaction
- Increase Quantity / Mix of Parts Sold per Invoice
- Increase Parts Department Profitability
- Create Customers for Life
- Educate employees on the impact of customer service on the dealership its bottom line

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Proposed Timeline

- We will launch this initiative on Monday July 29th, 2019.
- This will be an ongoing initiative that we will integrate into our onboarding and continuing education programs

Action Plan

Who:

- Parts Manager
- Front Counter Sales Team
- Phone / Internet Sales Team
- Outside Parts Sales Representatives
- Parts Delivery Drivers

How:

- Educating
- Training
- Measuring

What:

- In-Person Training
- Online Training
- Regular Accountability
- Mystery Calls and Navistar Feedback

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